

REMARKS

Reconsideration of the above application is requested.

Claims 3, 5, 33, and 38 remain in the application.

Claim 33 has been amended to its previous format, which was noted in the Response to the Office Action dated August 1, 2005. In the Response dated November 1, 2005, claim 33 stated the back of the mailer contained a lenticular image. The inclusion of the "lenticular image" was inadvertently omitted in subsequent amendments to the claims. In the Office Action dated May 23, 2006, claim 33 as well as claims 3, 5, and 35 were indicated as allowable. Minor amendments are being made to claims 5, 33, and 35 to correct typographical errors.

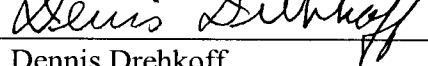
In the current Office Action, claim 3 is indicated as being rejected on Form PTOL-326. However, no comment is made about claim 3 in the Detailed Action section of the Office Action. Since claim 3 had been deemed allowable as stated in the previous Office Action, the reference to claim 3 in Form PTOL-326 is taken as being an oversight.

No new matter has been introduced into claim 33. Since the claims have been indicated as allowable in the previous Office Action, Applicant requests an early Notice of Allowance for the above application.

The Commissioner is hereby authorized to charge any underpayment or credit any overpayment to Deposit Account No. 22-0259 in connection with this communication.

Respectfully submitted,

Date: April 19, 2007

By: 
W. Dennis Drehkoff
Registration No. 27,193

Vedder, Price, Kaufman & Kammholz, P.C.
222 N. LaSalle St., Suite 2600
Chicago, Illinois 60601
phone: (312) 609-7707
fax: (312) 609-5005